

Town of Fort Myers Beach  
Agenda Item Summary

Blue Sheet Number: **2010-122**

**1. Requested Motion:**

Make appointments to the Marine Resource Task Force.

**Meeting Date:** Oct 4, 2010

**Why the action is necessary:**

The Town Council is the governing body that may consider candidates for and make appointments to Town advisory committees.

**What the action accomplishes:**

**2. Agenda:**

☐ Consent  
☐ Administrative

**3. Requirement/Purpose:**

☐ Resolution  
☐ Ordinance  
☒ Other: Committee Membership

**4. Submitter of Information:**

☐ Council  
☒ Town Staff  
☐ Town Attorney

**5. Background:**

Three current members of the MRTF have terms that expire October 2010. Two current members are seeking re-appointment: Jeff Werner and Roger Johnson. Charles Hester is not seeking reappointment, allowing for three appointments. We have received three letters of interest from islanders seeking appointment: John Kakatsch, Julie Schwab and Karen Haengel. (Ms. Haengel has asked that the Town Council decide on which advisory committee she would best serve.)



**6. Alternative Action:**

Take no action.

**7. Management Recommendations:**

None.

**8. Recommended Approval:**

| Town Manager  | Town Attorney | Finance Director | Public Works Director | Community Development Director | Cultural Resources Director | Town Clerk  |
|---|---------------|------------------|-----------------------|--------------------------------|-----------------------------|---|
|  |               |                  |                       |                                |                             |  |

**9. Council Action:**

☐ Approved    ☐ Denied    ☐ Deferred    ☐ Other

|      |         |         |                      |
|------|---------|---------|----------------------|
| MRTF | Andre   | Dan     | expires October 2011 |
| MRTF | Durrett | Al      | expires October 2011 |
| MRTF | Hester  | Charles | expires October 2010 |
| MRTF | Johnson | Roger   | expires October 2010 |
| MRTF | Light   | Jay     | expires October 2011 |
| MRTF | Shaw    | John    | expires Oct 2011     |
| MRTF | Werner  | Jeff    | expires October 2010 |

|      |         |         | Oct-09     | Nov-09 | Dec-09 | Jan-10 | Feb-10 | Mar-10 | Apr-10 | May-10 | May-10 #2 | Jun-10 | Jul #  | Aug-10 | Aug-10 #2 | Sep-10 |
|------|---------|---------|------------|--------|--------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|-----------|--------|
| MRTF | Andre   | Dan     | not yet mb | no mtg | P      | P      | P      | P      | P      | P      |           | P      | no mtg | P      |           |        |
| MRTF | Durrett | Al      | P          |        | P      | P      | E      | E      | P      | P      |           | P      |        | P      |           |        |
| MRTF | Hester  | Charles | P          |        | P      | P      | P      | P      | P      | E      |           | P      |        | P      |           |        |
| MRTF | Johnson | Roger   | P          |        | P      | P      | P      | P      | P      | P      |           | P      |        | P      |           |        |
| MRTF | Light   | Jay     | P          |        | P      | P      | P      | P      | P      | E      |           | P      |        | P      |           |        |
| MRTF | Shaw    | John    | P          |        | E      | P      | A      | P      | A      |        |           | P      |        | E      |           |        |
| MRTF | Werner  | Jeff    | P          |        | E      | P      | P      | P      | P      | P      |           | P      |        | P      |           |        |

E = Excused

P = Present

A = Absent

**Request for Marine Resources Task Force (MRTF) Reappointment**  
**June 10, 2010**

Jeff Werner  
7150 Estero Blvd. #502  
Ft. Myers Beach, FL 33931  
Home: 463-3713  
Cell: 246-6810  
E-mail: captjeffw@gmail.com

As a current member of the Marine Resources Task Force and a previous member of the Anchorage Advisory Committee, I believe I have served as a steadfast voice to protect the Gulf and Estero Bay waters that surround our island.

I am employed as a professional yacht captain and I cruise the Gulf and Bay waters from Tampa to Key West on a regular basis. I have been a USCG licensed 100 ton Master since 1992. My professional sailing and cruising experiences as a captain include the Western Mediterranean, North Africa, two transatlantic voyages, every island in the Eastern Caribbean from Trinidad to Cuba, Florida, the Eastern Seaboard, New England and the Great Lakes. While sailing is my profession, I am also a PADI certified Open Water Diver.

Academically, I received my B.A. in Communications with High Distinction Honors from the University of Michigan in 1974. My M.A. in Education was completed in 1980, also from the University of Michigan.

Currently, I am President of the Bonita Springs/Fort Myers Beach Chapter of START. START is a Florida non-profit organization dedicated to preserving our coastal waters. I also volunteer for Turtle Time, Inc. and I am listed on that organization's federal sea turtle intervention permit. I also serve on the Board of Directors of the Creciente Condominium Association on Ft. Myers Beach.

Since I have lived and worked in a wide variety of island and resort communities throughout the world, I am familiar with the challenges we face with protecting our marine environment. I am dedicated to maintaining the fragile water and beach resources of Estero Island for future generations.

By reappointing me, you will assure there will be a member on MRTF without a potential conflict of interest in either employment or business. In addition, I will be able to help guide the Task Force in the direction which will benefit our island for years to come.

**Roger A Johnson**

2088 Estero Blvd.. #2 B  
Fort Myers Beach, FL  
33931

Phone: 239-463-2862  
email: RogerJohn2@AOL.Com  
:

Saturday August 14, 2010

Town of Fort Myers Beach  
2523 Estero Blvd.  
Fort Myers Beach, FL 33931

TOWN OF  
FORT MYERS BEACH

AUG 16 2010

Att'n: Michelle Mayher, Town Clerk

RECEIVED BY

Re: Advisory Committee Reappointment - MRTF

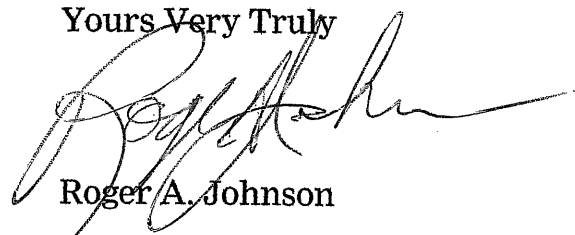
On December 15, 2008, I was appointed to the Town's Marine Resources Task Force (MRTF) following more than 2 years on the Public Safety Task Force. I respectfully request reappointment to MRTF.

As noted in my original request for appointment, I started visiting the beach in the mid 90's and have now been a resident of Fort Myers Beach for almost 10 years. My wife and I own two properties on the Beach. I have successfully completed the University of Florida's Master Naturalist Program on Coastal Systems. I am a volunteer with Lee County as a naturalist guide at Bowditch Park. I am, also, a director of The Friends of Matanzas Preserve and volunteer time maintaining the Preserve.

I believe my past 2 years of active participation on MRTF, my studies, activities and environmental interests along with my past participation on the Public Safety Task Force will enable me to continue to make meaningful contributions to the Marine Resource Task Force and, hence, our island Town.

If there is any more information or detail I can provide, I would be happy to do so upon request. Thank you for your consideration.

Yours Very Truly



Roger A. Johnson

Thursday, September 9, 2010

To: Fort Myers Beach Council

RECEIVED BY

Re: Appointment to the Fort Myers Beach Marine Advisory Board

Attached is my business resume. My whole life has been spent working with people; understanding where they come from, their interests, their needs, the needs of the community, and putting all together for the common good.

I have had an interest in boating all my life. I currently own a 26' Proline that I keep at Salty Sams. My family and I enjoy the Fort Myers Beach waterways, and I would like to keep them pristine for all to use.

I would appreciate your consideration on my behalf.

Thank you.

John Kakatsch  
609-636-3784  
jk@jksalesnetwork.com

## JOHN KAKATSCH

John Kakatsch is a merchandising innovator and respected leader in the housewares industry. For nearly 50 years, Kakatsch has helped companies bring their product lines to market with great success. His latest venture; JK Network, Sales Consulting, offers a new approach to consulting by connecting manufacturers with qualified retail sales representation and helping them meet retail needs and demands.

Kakatsch's vision for JK Network is to help manufacturers focus on their strengths and increase opportunities for retail sales success. His expansive network of retail focused sales representatives is available through an on-line screening process or through on-site consultations with Kakatsch and his team of retail specialists.

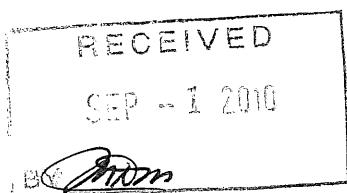
Kakatsch began his career in 1961 at Montgomery Ward where he served as a buyer for the bath, cleaning, and laundry categories. Eight years later he joined Kimberly Clark as general manager of Marvelon, the shelf and drawer paper line. Here he created the first wire rack for merchandising shelf papers. He re-merchandised an entire line of shelf papers adding color and fashion to the design. In three years he doubled category sales.

In 1975, Kakatsch joined Magla Products as vice president of sales for gloves and ironing boards. Working with key accounts like Walmart, Target, K-Mart, he helped grow the company from \$9 million to \$28 million in just eight years.

Kakatsch joined Quickie Manufacturing in 1984 as vice president of cleaning products. Quickie experienced unprecedented growth under Kakatsch's leadership. By quickly redirecting the marketing approach at Quickie from an item and stick good only line to a complete cleaning line that included a full array of smallwares to compliment stick goods, he grew the company from \$19 million to \$91 million.

In 1999, Bajer Design & Marketing signed Kakatsch on as senior vice president of sales for laundry products. Under his direction the company developed over 40 new products and signed a licensing agreement with Sunbeam Products. He updated the company's packaging, promotions, and sales organization to exploit its strengths in patented products. This successfully transitioned Bajer into a laundry and storage category leader and turned a \$2 million business into a \$23 million business.

Kakatsch is a 1960 graduate of Principia College. In 1962 he earned a masters degree in business administration with a focus on marketing and retailing from New York University. He has been a member of the Core Board of the International Housewares Association and the Board of General Merchandise Distributors Council.



*Julie Schwab*  
*133 Washington Avenue*  
*Fort Myers Beach, FL 33931*  
*239.603.4581*  
*julie.schwab@alumni.ucsd.edu*

September 1, 2010

Town Council of Fort Myers Beach  
% Michelle Mayher, Town Clerk  
2523 Estero Boulevard  
Fort Myers Beach, FL 33931

Dear Council members:

I am writing to express my interest in serving on the Marine Resources Task Force. Since moving to Fort Myers Beach a year and a half ago, I have been thrilled and fascinated with the history and nature that Southwest Florida has to offer. In FMB, I found a great community with more diversity than one would expect in just seven miles.

When I decided to officially call the beach my home, it was time to get more involved. Soon after I attended the Beach Leadership Conference. This experience gave me the tools and information to become actively involved in ways that are meaningful to me *and* allow me to lend my skills that can be most helpful to the town. I had been volunteering at WGPU Public Media, but wanted to of service in my community. My first step was joining the Friends of Matanzas Pass Preserve where I am assisting with grant research and writing.

Having the good fortune to be seated next to Dan Andre at the Leadership Conference, I was able to learn about how MRTF works and some of the current projects. Protecting our wildlife, lands, and waters is of great importance to me and it is for this reason I would appreciate the opportunity to serve on the Marine Resources Task Force. Thank you for your consideration.

Kind regards,

Julie Schwab

*Julie Schwab*  
*133 Washington Avenue*  
*Fort Myers Beach, FL 33931*  
*239.603.4581*  
*julie.schwab@alumni.ucsd.edu*

Highly motivated professional with experience in fundraising, management, and marketing for domestic and international organizations. Possessing strong organizational, interpersonal, and public speaking skills which result in successful cultivation of the clients and interests of the efforts I support.

Personal Assistant/Consultant  
Independent Contractor

August 2004 – Present

Provide general office support, office and data organization, project research, banking, correspondence, reports/brochure/advertising design, property management.

General Manager/Owner  
Restaurante La Parcela, Dominical, Costa Rica

November 2002 – March 2004

Oversaw the day-to-day operation of a fine dining restaurant and four cabins including customer service, marketing, staff supervision, scheduling, ordering, and daily accounting.

Community Resource Coordinator  
Home Start, Inc., San Diego, CA

March 2001 – August 2002

Managed independent fundraising projects including community outreach, grant research and writing, special events planning, securing corporate sponsorships, and donor relations.

Development Assistant  
Lawrence Family Jewish Community Center, La Jolla, CA

September 2000 – March 2001

Assisted in all aspects of fundraising including grant writing, solicitation letters, special events planning, and donor relations. Managed Donor database (Razor's Edge).

Community Building Associate  
United Way of San Diego, San Diego, CA

November 1999 – September 2000

Provided agency relations through an on-going process of site visits with an emphasis on rebuilding strained relationships. Maintained agency certification, managed new certifications, and created the "Agency Update" quarterly newsletter.

Senior Programs Coordinator  
Jewish Family Service, Santa Barbara, CA

September 1997 – August 1999

Supported the director and administered six social service programs. Planned and organized all weekly activities and five yearly holiday events for the Senior Center. Developed and implemented a new system for tracking program statistics used for funding requests.

Volunteer Fundraising Service:  
Friends of Mantanzas Pass Preserve  
WGCU Public Media

**B.A., Third World Studies, University of California, San Diego**

To: Ft. Myers Beach Town Council  
c/o Michelle Mayher, Town Clerk

From: Karen Haengel  
5636 Williams Drive, FMB

Date: September 3, 2010

As per my phone conversation with Michelle Mayer on Wednesday, September 1, I would be interested in serving on a town advisory committee for this coming year.

My husband and I have owned property on the beach since 1986 and I have lived here as a permanent resident since December, 2008.

A little bit of background would include:

Education: MA in Spanish Literature, New York University  
BA in Spanish, Douglass College (Rutgers University, New Brunswick, N. J.)

Work Experience: Have worn many hats in my working career: Nursery School Teacher, owned and operated my own Hallmark Gold Crown Store for 10 years in Madison, New Jersey, was an Assistant Manager in a Pier 1 store in New Jersey and transferred down to Ft. Myers Beach as an Interim Store Manager with Pier1. I have worked at Bloomingdales and H. Stern Jewelers in New York City. I have just passed my state exam to qualify me as a licensed real estate sales associate in Florida, and am seriously considering going into that field in the near future.

Volunteer Experience: Chatham Township Presbyterian Church (New Jersey): Christian Education Committee, Moderator of the Women's Association, Sunday School Teacher and active in (Director of for one year) the Church's Vacation Bible School. Active in the PTO of Southern Boulevard School. Member of the Chatham Township League of Womens' Voters.

Personal: Widow, mother of two children: Sarah, who currently lives in Japan with her husband Luke, who is in the US Navy and son, Kevin, who currently lives and works in Boston.

Given my background and experience, I leave it up to the members of the Town Council to decide where I may best be put to use.....Please take into consideration that if I do decide to become active in Real Estate, I would not want to be involved in any activity that could be construed as a "conflict of interest".

I hope to be able to serve and be of good use.

Karen Haengel, 239-463-3274

